

JULY 20-23



Schedule At-A-Glance

FRIDAY, JULY 19

9 am - 5:30 pm MTAS Elected Officials Academy

SATURDAY, JULY 20

9 am - 5:30 pm MTAS Elected Officials Academy
 12 - 4 pm Registration Open
 1- 3 pm TML Policy Committees
 1 - 4:30 pm CMFO & Utility Board Training
 5 - 11 pm Hospitality Suite Open

SUNDAY, JULY 21

7:30 am Golf Tournament
 7:45 - 9:45 am Black Elected Municipal Officials Breakfast
 9 am - 5 pm Registration
 9:30 am - 3 pm Exhibit Hall Open
 10- 11 am Concurrent Workshops
 11:30 am - 1:30 pm Lunch in Exhibit Hall
 11:30 am - 1:30 pm Women in Government Lunch
 11:45 am - 1:45 pm J.R. Wauford Ice Cream
 1 - 2 pm Roundtable Discussions
 2:15 - 2:45 pm District Meetings
 3 - 5 pm Opening General Session
 5 -11 pm Hospitality Suite Open
 6 - 8 pm Host City Reception

MONDAY, JULY 22

7:15 - 8 am Breakfast
 8 am - 3 pm Exhibit Hall Open
 8:30 - 9:30 am Concurrent Workshops
 9:45 - 11 am Second General Session
 11:15 am -12 noon Business Meeting
 Installation of TML Board
 12 - 1:30 pm Lunch in Exhibit Hall
 1 - 2:30 pm J.R. Wauford
 1:30 - 2:30 pm Door prizes
 2:45 - 3:45 pm Concurrent Workshops
 4 - 5 pm Concurrent Workshops
 6:30 -11 pm PEP Rally

TUESDAY, JULY 23

8:00 - 10:30 am Awards Breakfast

**Opening General Session
 Sunday, July 21, 3 - 5 pm**

The seven factors of high performing leaders

Award-winning sports writer Sally Jenkins has spent her entire adult life observing and writing about great coaches and athletes. Her latest book: *The Right Call: What Sports Teaches us About Work and Life*, explores the astonishing inner qualities in these same people that pushed them to overcome pressure, elevate their performances, and discover champion identities. Based on years of observing, interviewing, and analyzing elite coaches and playmakers, such as Bill Belichick, Pat Summitt, Peyton Manning, Michael Phelps, and more, Jenkins has discovered the seven principles behind their success. As the keynote speaker for the 84th TML Annual Conference, she will explore these qualities and share how you can apply these same principles to your life.



Sally Jenkins
American Sports Columnist

**Second General Session
 Monday, July 22, 9:45 - 11 a.m.**

AI and Municipal Governments with 

With talk of artificial intelligence dominating much of the conversation around tech, local governments of all shapes and sizes are weighing the risks and benefits of employing AI to improve services, streamline data, and engage with the public. This session will explore the various applications, and provide practical examples of how AI is already utilized to address real-world challenges that municipalities and state agencies face.

The Tennessee Valley Authority (TVA) is undergoing one of the greatest transformations in its 90-year history. As TVA deploys a number of strategies to meet growing consumer demand, AI will certainly play a key role in the utility's load growth predictability, increasing efficiencies, and maintaining system-wide reliability. TVA CEO Jeff Lyash will discuss how TVA will meet future challenges, and how AI will help transform the entire electric power industry.



Jeff Lyash
 TVA CEO

2024 Conference Agenda

<u>FRIDAY, JULY 19</u>			<u>SUNDAY, JULY 21</u>		
9 am – 5 pm	MTAS EOA Foundation	200 DE	7:30 am	Golf Tournament Shotgun Start	Knox Municipal Golf Course
<u>SATURDAY, JULY 20</u>			7:45 – 9:45 am	Black Elected Municipal Officials Breakfast	200 A
9 am – 5 pm	MTAS EOA Operations	200 DE	9 am - 5 pm	Registration	2nd Level
12 – 5 pm	Conference Registration	Lobby Foyer	9:30 am - 3 pm	Exhibit Hall Open	2nd Level
1- 3 pm	TML Policy Committees	300 B	10 – 11 am	Concurrent Workshops	
1 – 2 pm	Concurrent Workshops		Workshop 7.	300 A	
Workshop 1.			<i>Securing Federal Grants to Address Infrastructure Needs</i>		
<i>Fraud: Like Other Stuff... It Happens</i>	300 C		Speaker: Katie Dailinger, director, Local Infrastructure Hub		
Speaker: Eric Spencer, MTAS Finance Consultant			The National League of Cities (NLC) and Local Infrastructure Hub launched a series of bootcamps designed to help small and mid-sized local governments interested in securing federal grant funds to address infrastructure needs. For smaller cities and towns, submitting strong applications for competitive federal infrastructure money can be particularly challenging. Smaller cities often lack access to national networks, top technical expertise, and other support from which larger cities regularly benefit. This workshop is designed to provide technical assistance to communities who may not typically receive federal infrastructure money. Come learn how you can draw down these available funds. <i>CMFO: 1 hour</i>		
You may not believe it, but fraud could happen in your municipality. This presentation will give real-life examples of fraud in Tennessee and provide techniques for preventing and detecting it in your city. <i>CMFO: 1 hour</i>			Workshop 8.	300 B	
Workshop 2.			<i>Police Alternative Response through Crisis Intervention Training</i>		
<i>Financial Compliance & Reporting for Utility Boards</i>	300 D		Speakers:		
Speaker: Tonya Travis, MTAS Finance Consultant			• Matt Lawson, Knoxville Police CIT Officer		
Learn the importance of governing a financially viable utility system and get an overview of the financial tools to help make critical funding decisions. These sessions will cover internal controls, budgeting, capital improvement planning, debt and financial statements. <i>Utility: 1 hour (must attend all 4 sessions)</i>			• Candace Allen, Helen Ross McNabb Center, Knox County CIT Coordinator		
2:15 – 3:15 pm			Crisis intervention training and alternative response teams are community-based programs that bring together first responders, mental health professionals, mental health advocates, people living with mental illness and their families, and other partners to improve community responses to mental health crises. These programs help create safer communities; increase law enforcement and first responder access to resources; save taxpayer dollars; connect more mental health patients with treatment; and reduce trauma among mental health patients and their families. Come learn how your community could benefit from these programs.		
Workshop 3.			Workshop 9.	300 CD	
<i>Budgeting for Revenues</i>	300 C		<i>Planning for Tomorrow's Ready Workforce</i>		
Speaker: Kari Bates, MTAS Finance Training Specialist			An increasing percentage of today's municipal workforce finds themselves needing additional skills training as various municipal jobs and tools become more automated and complex. Both current and potential municipal employees often find themselves needing additional skills development. The skills training needed often varies from region to region across the state. The Tennessee Municipal League, Tennessee City Management Association and the Tennessee Board of Regents (TBR) Center for Workforce Development have partnered to develop and maintain a statewide approach for workforce development that directly benefits municipalities and local governments. TBR officials will host a Charrette-style meeting designed to solicit valuable input from city stakeholders on the status of the trained municipal workforce. <i>Utility: 1 hour</i>		
This workshop will focus on economic, legal, and political factors that can affect budgeting for revenues, along with budget cycles, accounting, and estimation for revenue streams commonly seen in Tennessee Municipalities. Discussion will include property taxes and how to calculate the value of a penny, certified rates, alcoholic beverage taxes, and more. <i>CMFO: 1 hour</i>					
Workshop 4:	300 D				
<i>Internal Controls for Utility Boards</i>					
Speaker: Eric Spencer, MTAS Finance Program Manager					
<i>Utility: 1 hour (must attend all 4 sessions)</i>					
3:30 – 4:30 pm					
Workshop 5.					
<i>City Recorder Roles & Responsibilities</i>	300 C				
Speakers:					
Tonya Travis & Travis Bishop, MTAS Finance Consultants					
This session will delve into the role of city recorders within municipal administration. Participants will explore the responsibilities and duties of city recorders and how these responsibilities can vary from city to city. <i>CMFO: 1 hour</i>					
Workshop 6:	300 D				
<i>Budgeting for Utility Boards</i>					
Speaker: Kari Bates, MTAS Finance Training Specialist					
<i>Utility: 1 hour (must attend all 4 sessions)</i>					

2024 Conference Agenda

Workshop 10:

Enterprise Funds/Financial Statements 200 D
 Speaker: Eric Spencer, MTAS Finance Program Manager
Utility: 1 hour (must attend all 4 sessions)

11:30 am - 1:30 pm
 Women In Municipal Government Lunch 200 AB

11:30 am - 1:30 pm Lunch in Exhibit Hall
 11:45 am – 1:45 pm J.R. Wauford Ice Cream

1 – 2 pm Roundtable Discussions

- TN Building Officials Association
- TN Fire Chiefs Association
- TN Chiefs of Police
- TN Chapter of American Public Works Association
- TN Recreation and Parks Association
- TN Personnel Management Association
- TN Renewable Energy & Economic Development Council

2:15 – 2:45 pm District Meetings

- District 1 200 A
- Darrell Duncan, Alderman, Kingsport
- District 2 200 B
- Gary Chesney, Mayor, Morristown
- District 3 200 C
- Stefanie Dalton, Vice Mayor, Red Bank
- District 4 200 D
- Keith Morrison, City Administrator, Algood
- District 5 200 E
- Ann Schneider Williams, Mayor, Springfield
- District 6 300 A
- Blake Lay, Mayor, Lawrenceburg
- District 7 300 B
- Blake Walley, City Manager, Savannah
- District 8 300 C
- Bethany Huffman, Alderwoman, Millington

3 - 5 pm

Opening General Session *Ballroom*
 Keynote Speaker: *AB*

- Sally Jenkins, Sports Columnist

6 - 8 pm

Host City Reception: Marriott Knoxville Downtown
 Atrium, The Assembly, and The Gallery meeting space

MONDAY, JULY 22

7:15 – 8:15 am Breakfast *Park Concourse*
 8 am - 3 pm Registration *2nd Level*
 8 am – 3 pm Exhibit Hall Open *2nd Level*

8:30 – 9:30 am Concurrent Workshops

Workshop 11.
When and Why to Conduct a Special Census 301 A
 Moderator: Tim Kuhn, Director, Tennessee State Data Center,
 UT Boyd Center for Business and Economic Research
 Panelists:

- Tony Massey, City Manager, Columbia
- Tim Ellis, City Manager, Goodlettsville
- Joel Cook, GIS Coordinator, Nolensville
- Joanna McCall, Great Nashville Regional Council

A special census is a unique opportunity for Tennessee municipalities to make a mid-decade change to the population counts that are used in the allocation of some of Tennessee's state-shared revenues. Whether you are from a perennially fast-growing community or a municipality that has seen a recent uptick in residents, a special census can help capture population changes occurring between decennial censuses. While increased funding is beneficial, the costs and challenges of conducting a special census are equally important considerations. This session will include a discussion with leaders from Tennessee communities who have undertaken a special census, as well as hear from one of the Development Districts that oversees the certification of the counts. We'll delve into best practices for outreach, fieldwork, financial considerations and lessons learned in this moment of widespread population increases across much of the state. *CMFO: 1 hour*

Workshop 12. 301 B

Working with the Media: Tips, Tricks and Possible Pitfalls
 Speaker: Mellisa Tindell, Assistant Vice President, UT System Communications

In today's fast-paced and media-savvy political landscape, effective communication is paramount for elected officials. This professional development workshop offers a comprehensive and insightful exploration of the crucial aspects of media relations tailored specifically to the needs of public officeholders. Topics covered include crafting compelling messages, navigating interviews, managing crisis communication, building positive media relationships and leveraging social media effectively. This workshop equips elected officials with the knowledge and skills to navigate the media landscape with confidence, ensuring their messages resonate with constituents and stakeholders alike. Whether you're a seasoned politician or a newly elected official, this workshop empowers you to harness the power of the media to effectively communicate your vision, policy initiatives and achievements. *Utility: 1 hour*

Workshop 13. 301 C

Parks & Recreation: Current Trends, Master Plans & Citizen Advisory Boards

Speakers: Andy Baker, Tom Lamb & Daniel Jackson, PARTAS Consultants, TDEC Recreation Resources Division

Consultants with the Recreation Resources Division of TN Department of Environment and Conservation (PARTAS) work directly with local leaders every day to increase opportunities for healthy living, attract economic investments, preserve natural areas, and make your community a better place to live, work, and visit. Come learn about current trends in the parks and recreation field, how to turn a Parks and Recreation Systemwide Plan into a living and relevant roadmap, and the importance of a Parks and Rec Citizen Advisory Board.

9:30– 9:45 am Break

9:45 – 11 am Second General Session *Ballroom*

- Google Presentation *AB*
- Jeff Lyash, TVA CEO

11:15 am –12 noon
Annual Business Meeting 301 A
• Installation of TML Board of Directors

12– 1:30 pm Lunch
1 - 2:30 pm J.R. Wauford
1:30 – 2:30 pm Door prizes

2:45 - 3:45 pm
Concurrent Workshops
Workshop 14. 301 A
AI and Municipal Governments

Join Google for a session focused on currently available opportunities municipalities have to do more with AI: chatbots, grant writing/application tools, document management, and more. Attendees will also learn how your city's IT staff can benefit from Google's training program to be ready to implement and manage AI assets. **Utility: 1 hour**

Workshop 15. 301 B
Talkin' Trash - Landfills: Running Out of Space
Moderator: John LeCroy, TDEC Office External Affairs
Panelists:

- Tom Leonard, Executive Director, Sevier Solid Waste
- Michael Skipper, Executive Director, GNRC
- Amy Katcher, Program Manager, TDEC Solid Waste Division
- Andy Reynolds, Government Affairs, Waste Management
- Mike Classen, General Manager, Middle TN Republic Service

This panel will present the current state of solid waste disposal, provide a projection into the future of landfills, and address proactive approaches city leaders can take to address this issue. Programs to divert city waste as well as government grants and incentives for such actions will be outlined to encourage participation. The panel will also discuss what landfill expansion may look like with regards to NIMBY and other concerns.

Workshop 16. 301 C
Blue Oval: Community Planning Update

Speaker: Brooxie Carlton, TDEC Assistant Commissioner
The impact of the Blue Oval City and its associated development will hit every community across 21-counties in West Tennessee. The TN Department of Economic and Community Development (TDEC) has teamed up with Gresham Smith to support communities as they prepare for growth. Come hear the latest update on regional and local development, infrastructure planning, housing marketing studies, and potential transportation impacts.

Workshop 17. 300 D
What Finance Directors Wish Government Bodies Knew
Speaker: Brad Harris, MTAS Finance Consultant

Finance directors can easily forget that not everyone enjoys the nuts and bolts of accounting. However, the governing body needs a basic understanding of the numbers, such as budget vs. actual reports and audited financial statements. This session will highlight some of those essential elements and show how to comprehend data in an easy-to-read format.

CMFO: 1 hour

4 - 5 pm **Concurrent Workshops**
Workshop 18.

Cybersecurity for Small Cities 301 A
Speaker: Bill Piper, Regional Vice President, VC3

TML's IT partner VC3 will present on the fundamental first steps smaller cities and towns must take to secure their network and connected assets. This session will provide specific action items to make sure your community has the essentials to establish the beginnings of a strong cybersecurity posture. VC3 will also highlight how rulemaking by the EPA is affecting IT related to public utilities, how Criminal Justice Information Services (CJIS) compliance is driving IT changes for municipal police operations, and how the federal government's Cybersecurity and Infrastructure Security Agency (CISA) affects your local government IT mandates. **CMFO: 1 hour / Utility: 1 hour**

Workshop 19. 301 B
Talkin' Trash - Landfills: Running Out of Space (Continued)

Workshop 20. 301 C
Building Local Leadership Capacity

Speaker: Joe Barker, Executive Director, SW Development District
With nearly 50 years in public service, Mr. Barker knows what it takes to position your community for success. Using a core set of principles, implemented in a focused, consistent plan can make the difference in moving your community from good to great! **Utility: 1 hour**

Workshop 21. 300 D
Understanding Financial Data

Speaker: Brad Harris, MTAS Finance Consultant
"What is this and why did you give it to me?" is a phrase the finance team sometimes hears. While too much data can be difficult to take in, a basic understanding of revenues, expenditures and financial statements is crucial for effective governance. This session will break down the 'what' and 'why' and help participants understand how to use financial information. **CMFO: 1 hour**

6:30 -11 pm *Ballroom*
Public Entity Partners Social *EFG*

TUESDAY, JULY 23

8:00 – 10:30 am *Ballroom*
Awards Breakfast *ABC*

- TML Achievement Awards
- TCAPWA Murphy Snoderly
- TCMA Assistant City Manager
- TCMA City Manager
- Bob Kirk Local Government Award
- Mayor of the Year